

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method ~~for enabling a purchase of a product~~, comprising:
receiving, from a customer, an indication of an amount that the customer is
willing to pay a willingness to purchase for only one of a plurality of products of a
product category, wherein the product category is selected by the customer such that the
selection is not indicative of a customer preference among the plurality of products of the
product category;

~~receiving, from the customer, a binding agreement to purchase the one product~~
~~selected by a third party from the plurality of products;~~

selecting, for the customer and after the receiving ~~by the third party via a~~
~~computing device~~, one of the plurality of products of the product category;

providing, to the customer, an indication of the selected product; and

providing a benefit to the customer.

2-5. (Cancelled)

6. (Currently Amended) The method of claim 1, wherein said selecting is completed
by at least one of the following:

a customer device;

a retailer;

a retailer device;

a seller;

a seller device; or

a controller.

7. (Original) The method of claim 1, further comprising:
providing an indication of said benefit.

8. (Currently Amended) The method of claim 7, wherein said indication of said benefit is provided to at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

9. (Currently Amended) The method of claim 7, wherein said indication of said benefit is provided by at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

10. (Currently Amended) The method of claim 1, further comprising:
receiving an indication of a purchase of ~~said at least one~~ the selected product.

11. (Currently Amended) The method of claim 10, wherein said indication of a purchase is received from at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

12. (Currently Amended) The method of claim 10, wherein said indication of a purchase is received by at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

13. (Previously Presented) The method of claim 1, further comprising at least one of the following:

- receiving a customer identifier;
- determining a customer identifier; and
- determining a payment identifier.

14. (Original) The method of claim 1, further comprising:
receiving a payment identifier.

15. (Original) The method of claim 14, wherein said payment identifier is a customer identifier.

16. (Currently Amended) The method of claim 1, further comprising:
imposing a penalty if said ~~at least one~~ selected product is not purchased.
17. (Original) The method of claim 1, further comprising:
receiving an indication of a retailer category, said retailer category including at least two retailers.
18. (Original) The method of claim 17, further comprising:
selecting one of said at least two retailers; and
providing an indication of said selected one of said at least two retailers.
19. (Currently Amended) The method of claim 18, further comprising:
determining if said ~~at least one~~ selected product has been purchased at said selected one of said at least two retailers.
20. (Currently Amended) The method of claim 19, wherein ~~said providing an indication of a~~ the benefit is defined, at least in part, based upon whether the occurs only if said at least one selected product has been purchased at said selected one of said at least two retailers.
21. (Currently Amended) The method of claim 1, wherein the ~~further comprising:~~ providing ~~[[a]]~~ of the benefit is based on a purchase of said ~~at least one~~ selected product.
22. (Currently Amended) The method of claim 1, further comprising:
providing an indication of a penalty if said ~~at least one~~ selected product is not purchased.
23. (Currently Amended) The method of claim 1, further comprising:
arranging for a penalty to be imposed if said ~~at least one~~ selected product is not purchased.

24. (Cancelled)
25. (Currently Amended) The method of claim 1, further comprising:
providing an indication of a price for said ~~at least one~~ selected product.
26. (Currently Amended) The method of claim 1, further comprising:
determining a price for said ~~at least one~~ selected product.
27. (Currently Amended) The method of claim 1, further comprising:
determining a condition of purchase for said ~~at least one~~ selected product.
28. (Currently Amended) The method of claim 27, further comprising:
providing an indication of said condition of purchase of said ~~at least one~~ selected product.
29. (Currently Amended) A method ~~for enabling a purchase of a service~~, comprising:
receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;
~~receiving, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~
selecting, for the customer and after the receiving by the third party via a computing device, one of the plurality of services of the service category;
providing, to the customer, an indication of the selected service; and
providing ~~an indication of a benefit to the customer based on a purchase of the one selected service.~~
- 30-33. (Cancelled)

34. (Currently Amended) The method of claim 29, wherein said selecting ~~of the at least one service~~ is completed by at least one of the following:

- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

35. (Currently Amended) The method of claim 29, wherein said ~~indication of~~ a benefit is provided to at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

36. (Currently Amended) The method of claim 29, wherein said ~~indication of~~ a benefit is provided by at least one of the following:

- [[a]] the customer;
- a customer device;
- a retailer;
- a retailer device;
- a seller;
- a seller device; or
- a controller.

37. (Cancelled)

38. (Currently Amended) A method ~~for enabling a purchase of a service~~, comprising:
receiving, from a customer, an indication of an amount that the customer is
willing to pay a willingness to purchase for only one of a plurality of services of a service
category, wherein the service category is selected by the customer such that the selection
is not indicative of a customer preference among the plurality of services of the service
category;

~~receiving, from the customer, a binding agreement to purchase the one service~~
~~selected by a third party from the plurality of services;~~

selecting, for the customer and after the receiving by the third party via a
computing device, one of the plurality of services of the service category;

providing, to the customer, an indication of said ~~one~~ selected service;

determining if said selected service has been purchased; and

providing arranging for a benefit to the customer ~~be provided based on a purchase~~
~~of said selected service.~~

39. (Currently Amended) A method ~~for enabling a purchase of a product~~, comprising:
receiving, from a customer, an indication of an amount that the customer is
willing to pay a willingness to purchase for only one of a plurality of products of a
product category, wherein the product category is selected by the customer such that the
selection is not indicative of a customer preference among the plurality of products of the
product category;

~~receiving, from the customer, a binding agreement to purchase the one product~~
~~selected by a third party from the plurality of products;~~

selecting, for the customer and after the receiving by the third party via a
computing device, one of the plurality of products of the product category;

providing, to the customer, an indication of the ~~one~~ selected product; and

determining if said selected product has been purchased; and

providing an indication of a benefit to the customer ~~based on a purchase of said~~
~~one selected.~~

40. (Cancelled)

41. (Currently Amended) A method ~~for enabling a purchase of a service~~, comprising:
receiving, from a customer, an indication of an amount that the customer is
willing to pay a willingness to purchase for only one of a plurality of services of a service
category, wherein the service category is selected by the customer such that the selection
is not indicative of a customer preference among the plurality of services of the service
category;
~~receiving, from the customer, a binding agreement to purchase the one service~~
~~selected by a third party from the plurality of services;~~
selecting, for the customer and after the receiving ~~by the third party via a~~
~~computing device~~, one of the plurality of services of the service category;
providing, to the customer, an indication of said selected service; ~~and~~
determining that said selected service has been purchased; and
providing, based on the determination that the selected service has been
purchased, an indication of a benefit to the customer if said at least one selected service
~~has been purchased.~~

42-55. (Cancelled)

56. (Currently Amended) A method ~~for enabling a purchase of a product~~, comprising:
receiving, from a customer, an indication of an amount that the customer is willing to pay ~~a willingness to purchase~~ for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

~~receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~

selecting, for the customer and after the receiving ~~by the third party via a computing device~~, one of the plurality of products of the product category;

providing, to the customer, an indication of said selected product;

determining if said selected product has been purchased; and

providing, based on the determination that the selected product has been purchased, ~~arranging to provide a benefit to the customer if said selected product has been purchased~~.

57. (Previously Presented) A method for enabling a purchase of a service, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of services;

receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;

selecting, for the customer by the third party via a computing device, one of the plurality of services;

providing an indication of said one selected service; and

arranging to provide a benefit based on a purchase of said one selected service.

58-60. (Cancelled)

61. (Previously Presented) A method for enabling a purchase of a product, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;

receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

selecting, for the customer by the third party via a computing device, one of the plurality of products;

providing an indication of said one selected product; and

providing a benefit based on a purchase of said one selected product.

62. (Cancelled)

63. (Currently Amended) A ~~method for enabling a purchase of a service~~, comprising:

receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

receiving, from the customer, a binding agreement to purchase ~~the~~ any one of the plurality of services of the service category that is selected by a third party ~~from the plurality of services~~;

selecting, for the customer ~~by the third party via a computing device~~, one of the plurality of services of the service category;

providing, to the customer, an indication of said ~~one~~ selected service; and

providing a benefit to the customer ~~based on a purchase of said one selected second service~~.

64-68. (Cancelled)

69. (Currently Amended) A system ~~for selling a product~~, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of an amount that the customer is willing to pay ~~a willingness to purchase~~ for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

~~receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~

select, for the customer and after the receiving ~~by the third party~~, one of the plurality of products of the product category;

provide, to the customer, an indication of said ~~one~~ selected product; and

arrange for a benefit to be provided to the customer ~~based on a purchase of the selected product~~.

70. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

~~computer readable means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~

computer readable means for choosing, for the customer and after the receiving by the third party, one of the plurality of products of the product category;

computer readable means for generating an indication of said ~~one~~ selected product; and

computer readable means for arranging for at least one benefit to be provided to the customer ~~based on a purchase of said one selected product.~~

71. (Currently Amended) An apparatus ~~for selling a product~~, comprising:

means for receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;

~~means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~

means for choosing, for the customer and after the receiving by the third party, one of the plurality of products of the product category;

means for generating an indication of said ~~one~~ selected product; and

means for arranging for at least one benefit to be provided to the customer ~~based on a purchase of said ne selected one product.~~

72. (Currently Amended) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
- receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of products of a product category, wherein the product category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of products of the product category;
- ~~receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~
- select, for the customer and after the receiving by the third party, one of the plurality of products of the product category;
- provide, to the customer, an indication of said ~~one~~ selected product; and
- arrange for a benefit to be provided to the customer ~~based on a purchase of said one selected product.~~

73. (Currently Amended) A system ~~for selling a service~~, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, ~~from a customer~~, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

~~receive, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~

select, for the customer and after the receiving by the third party, one of the plurality of services of the service category;

provide, to the customer, an indication of said ~~one~~ selected service; and

provide ~~an indication of a benefit to the customer based on a purchase of said one selected service.~~

74. (Currently Amended) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

~~computer readable means for receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~

computer readable means for choosing, for the customer and after the receiving by the third party, one of the plurality of services of the service category;

computer readable means for generating an indication of said ~~one~~ selected service; and

computer readable means for providing, to the customer, an indication of at least one benefit ~~based on a purchase of said one selected service.~~

75. (Currently Amended) An apparatus ~~for selling a service~~, comprising:

means for receiving, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

~~means for receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~

means for choosing, for the customer and after the receiving by the third party, one of the plurality of services of the service category;

means for transmitting, to the customer, an indication of said ~~one~~ selected service; and

means for transmitting, to the customer, an indication of a benefit ~~based on a purchase of said one selected service.~~

76. (Currently Amended) An article of manufacture, comprising:
a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive, from a customer, an indication of an amount that the customer is willing to pay a willingness to purchase for only one of a plurality of services of a service category, wherein the service category is selected by the customer such that the selection is not indicative of a customer preference among the plurality of services of the service category;

~~receive, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~

select, for the customer and after the receiving by the third party, one of the plurality of services of the service category;

provide, to the customer, an indication of said ~~one~~ selected service; and

provide ~~an indication of a benefit to the customer based on a purchase of said one selected service.~~

77. (Previously Presented) A system for selling a product, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive, from a customer, an indication of a willingness to purchase one of a plurality of products;

receive, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

select, for the customer by the third party, one of the plurality of products;

provide an indication of said one selected product;

determine if said one selected product has been purchased; and

arrange for a benefit to be provided based on a purchase of said at least one selected product.

78. (Previously Presented) A computer readable medium, the computer readable medium storing a computer program comprising:

computer readable means for receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;

computer readable means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

computer readable means for choosing, for the customer by the third party, one of the plurality of products;

computer readable means for transmitting an indication of said selected product;

computer readable means for determining if said selected product has been purchased; and

computer readable means for arranging for at least one benefit to be provided based on a purchase of said selected product.

79. (Previously Presented) An apparatus for selling a product, comprising:

means for receiving, from a customer, an indication of a willingness to purchase one of a plurality of products;

means for receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;

means for choosing, for the customer by the third party, one of the plurality of products;

means for transmitting an indication of said selected product;

means for determining if said selected product has been purchased; and

means for arranging for at least one benefit to be provided based on a purchase of said selected product.

80. (Previously Presented) An article of manufacture, comprising:
- a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:
- receive, from a customer, an indication of a willingness to purchase one of a plurality of products;
 - receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;
 - select, for the customer by the third party, one of the plurality of products;
 - provide an indication of said selected product;
 - determine if said at least one selected product has been purchased; and
 - arrange for a benefit to be provided based on a purchase of said selected product.

81-96. (Cancelled)

97. (Currently Amended) The method of claim 1, wherein the indication of the price that the customer is willing to pay for only one of the plurality of products of the product category comprises an agreement that is a binding commitment to purchase the product that is selected for the customer.

98. (Cancelled)

99. (Currently Amended) A method ~~for enabling a purchase of a product, the method~~ comprising:

receiving, from a customer, an indication of a selection of two products from a plurality of products of a product category;

receiving, from [[a]] the customer, an indication of an amount that the customer is willing to pay a willingness to purchase for an unspecified one of the two products from the [[a]] plurality of products of the product category;

~~receiving, from the customer, a binding agreement to purchase the one product selected by a third party from the plurality of products;~~

selecting, for the customer and after the receiving of the indication of the selection of the two products and after the receiving of the indication of the amount that the customer is willing to pay by the third party via a computing device, one of the two products from the plurality of products of the product category;

providing, to the customer, an indication of the selected product; and

arranging for a benefit to be provided to the customer based on a the purchase of the selected product; wherein the benefit is provided in exchange for the selecting.

100. (Previously Presented) A method ~~for enabling a purchase of a service, the method~~ comprising:

receiving, from a customer, an indication of a selection of two services from a plurality of services of a service category;

receiving, from [[a]] the customer, an indication of an amount that the customer is willing to pay a willingness to purchase for an unspecified one of the two services from the [[a]] plurality of services of the product category;

~~receiving, from the customer, a binding agreement to purchase the one service selected by a third party from the plurality of services;~~

selecting, for the customer and after the receiving of the indication of the selection of the two services and after the receiving of the indication of the amount that the customer is willing to pay by the third party via a computing device, one of the two services from the plurality of services of the service category;

providing, to the customer, an indication of the selected service; and

arranging for a benefit to be provided to the customer based on a the purchase of the selected service; wherein the benefit is provided in exchange for the selecting.

101. (Currently Amended) A method ~~for enabling a purchase of a product, comprising:~~

receiving, from a customer, an indication of a selection of two products from a plurality of products of a product category;

receiving, from [[a]] the customer, an indication of an amount that the customer is willing to pay a willingness to purchase for any one of the two products from the [[a]] plurality of products of the product category, the indication including a binding agreement to purchase an unspecified one of the two products that is selected by a controllerd from the plurality of products;

after receiving the indication of the amount that the customer is willing to pay for any one of the two products, selecting, for the customer and by [[a]] the controller, one of two products from the plurality of products of the product category for the customer;

providing, to the customer, an indication of the selected product; and

providing a benefit to the customer, the benefit being provided in exchange for the selecting.

102-103. (Cancelled)

104. (Previously Presented) A method for enabling a purchase of a hotel room, comprising:

receiving, from a customer, an indication of a willingness to purchase one of a plurality of hotel rooms, the indication including a binding agreement to purchase at least one selected hotel room from the plurality of hotel rooms;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of hotel rooms;

providing an indication of the selected hotel room; and
providing a benefit.

105. (Previously Presented) A method for enabling a purchase of airfare, comprising:

receiving, from a customer, an indication of a willingness to purchase of a plurality of tickets,

the indication including a binding agreement to purchase one selected ticket from the plurality of tickets;

after receiving the indication, selecting, for the customer via a computing device, one of the plurality of tickets;

providing an indication of the selected ticket; and
providing a benefit.

106. (Previously Presented) A method for enabling a car rental, comprising:
receiving, from a customer, an indication of a willingness to rent one of a plurality of cars,
the indication including a binding agreement to rent one selected car from the plurality of cars;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of cars;
providing an indication of the selected car; and
providing a benefit.

107. (Previously Presented) A method for enabling a purchase of travel services, comprising:
receiving, from a customer, an indication of a willingness to purchase one of a plurality of travel services, the indication including a binding agreement to purchase one selected travel service from the plurality of travel services;
after receiving the indication, selecting, for the customer via a computing device, one of the plurality of travel services;
providing an indication of the selected travel service; and
providing a benefit.

108. (Currently Amended) A method, comprising:
- determining a first product and a second product;
 - ~~determining that a customer is not willing to purchase both the first product and the second product;~~
 - determining that ~~the~~ a customer is willing to allow a computing device to select only one of the first product and the second product for the customer to purchase; and
 - ~~after determining that the customer is not willing to purchase both the first product and the second product, and~~ after determining that the customer is willing to allow the computing device to select only one of the first product and the second product for the customer to purchase:
 - selecting, by the computing device, the first product for the customer to purchase;
 - providing an indication to the customer of the selected first product;
 - determining that the customer purchased the selected first product; and
 - providing ~~the~~ a benefit to the customer.

109. (Currently Amended) A method, comprising:

receiving, from a customer, an indication of a selection of two services from a plurality of services of a service category;

receiving, from [[a]] the customer, an indication of an amount that the customer is willing to pay ~~a willingness to purchase for any one of the two services from the [[a]] plurality of services of the service category products~~, the indication including a binding agreement ~~by the customer to purchase, at least an unspecified one of the two services product to be~~ that is selected by a computing device ~~from the plurality of products;~~

after receiving the indication of the amount that the customer is willing to pay for any one of the two services ~~from the customer~~, selecting, by [[a]] the computing device, one of the two services from the plurality of services of the service category products ~~for the customer to purchase;~~

providing an indication to the customer of the ~~at least one~~ selected service product; and

arranging for a benefit to be provided to the customer ~~based on a purchase of the at least one selected product.~~

110. (Previously Presented) A method comprising:

receiving from a customer an indication of a set of at least two products, from which set the customer is willing to purchase one product but is not willing to purchase all of the products;

determining that the customer agrees to allow a computing device, instead of the customer, to select the at least one product from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and after receiving the indication of the set from which the customer is willing to purchase one but not all of the products:

selecting, by the computing device, one but not all of the products of the set for the customer to purchase.

111. (Currently Amended) A method comprising:

- determining a first service and a second service;
- ~~determining that a customer is not willing to purchase both the first service and the second service;~~
- determining that ~~the~~ a customer is willing to allow a computing device to select only one of the first service and the second service for the customer to purchase; and
- ~~after determining that the customer is not willing to purchase both the first service and the second service,~~ and after determining that the customer is willing to allow the computing device to select only one of the first service and the second service for the customer to purchase:
- selecting, by the computing device, the first service for the customer to purchase;
- providing an indication to the customer of the selected first service;
- determining that the customer purchased the selected first service; and
- providing ~~the~~ a benefit to the customer.

112. (Previously Presented) A method comprising:

- receiving, from a customer, an indication of a willingness to purchase one of a plurality of services, the indication including a binding agreement by the customer to purchase, in exchange for a benefit, at least one service to be selected by a computing device from the plurality of services;
- after receiving the indication from the customer, selecting, by a computing device, one of the plurality of services for the customer to purchase;
- providing an indication to the customer of the one selected service; and
- providing a benefit.

113. (Previously Presented) A method comprising:

receiving from a customer an indication of a set of at least two services, from which set the customer is willing to purchase one service but is not willing to purchase all of the services;

determining that the customer agrees to allow a computing device, instead of the customer, to select the one service from the set for the customer to purchase;

providing the benefit to the customer; and

after determining that the customer agrees to allow the computing device to select, and after receiving the indication of the set from which the customer is willing to purchase one but not all of the services:

selecting, by the computing device, one but not all of the services of the set for the customer to purchase.

114. (New) A method, comprising:

determining a product category comprising a plurality of products, each product of the plurality of products being associated with a specific brand;

receiving an indication, from a customer, of a brand indifference of the customer, wherein the brand indifference is associated with a willingness of the customer to allow a controller to select any one product from the plurality of products for the customer to purchase, irrespective of the specific brand of the any one selected product;

selecting, for the customer and after the receiving, one of the products of the plurality of products;

revealing, to the customer, the selected product and the specific brand associated with the selected product; and

rewarding the customer for the customer's brand indifference by providing a benefit to the customer.